

HUNTERDON REGIONAL COMMUNITY HEALTH

PROGRAM UPDATE – JUNE 2002

Step Out Hunterdon...Strides to Better Health®

The **Step Out Hunterdon** program kicked off on May 18th, with over 150 people attending an event at Deer Path Park. Their commitment to better health was evident just in the fact that they came out to register on a rainy, windy and chilly Saturday morning. Refreshments, warm-up exercises, displays and presentations were part of the event.

The original 1000 memberships in **Step Out Hunterdon** sold out in just 5 days. Human Resources Director Patrick Boyle has solicited a \$2000 donation from Aon Consulting to offset the cost of pedometers for the 200 Hunterdon Healthcare System employees who signed up.

Given the popularity of the program, the decision was made to purchase another 1000 pedometers and to continue to offer the program. A waiting list has been established and more pedometers are expected in a few weeks. (Due to the expanded program volume, the cost will be \$14 for participants who sign up after June 10th).

Sneakers Plus is offering a \$5 discount to participants. Subway also has been approached as a corporate sponsor for incentive gifts.

The program coordinator has visited several fitness events, health screenings and classes to sign up participants, as well as two middle schools, whose staffs are participating in anticipation of their students' participation this coming fall. Work is beginning on obtaining grant money to provide pedometers at minimal cost to students, who are at special risk for obesity associated with inactivity.

A **Step Out Hunterdon** web site will go live later this month. Sign-ups will continue when more pedometers arrive. Updates in the *Pulse* newsletter, local newspapers and other media are anticipated as incentives for participants to keep up their motivation.